LIANXUN WANG

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EDUCATION

University of Pennsylvania, Philadelphia, PA   **expected May. 2025**
- Bachelor of Fine Art; Minor in Digital Humanities and Psychology

Google UX Design certificate   **Mar. 2023**

WORK EXPERIENCE

Graphic Designer, Ergeng Network Technology Co Ltd.   **Jun. 2023 - July. 2023**
- Conceptualized and developed compelling brand characters that skillfully encapsulates the core essence of brand identity
- designed and produced more than 10 impactful posters and various branding tools to enhance promotional and marketing efforts

UI/UX Designer, Clocky LLC   **May. 2023 - Aug. 2023**
- Redesigned the company's website using Figma and Adobe Photoshop
- Conducted A/B Test on users and presented key milestone deliverables to stakeholders

Art Sales Assistant, Brodsky Center at PAFA   **Jan. 2022 - Dec. 2022**
- Actively engaged in conversations with potential customers, attentively listening to their needs and assisting the art sales manager to provide personalized recommendations on artworks
- Collaborated with renowned artists on print-making showcased in galleries across the US and Mexico

Product Designer, Micani Leather Good Ltd.   **Mar. 2020 - present**
- Collaborated on the design and manufacturing of more than 10 products for industry leaders such as Lenovo and HP, the partnership finally led to a long-term client relationship with Lenovo
- Played an instrumental role in the initial phase of product development by conducting user research and effectively communicating insights to other members of the design team

EXTRACURRICULAR EXPERIENCE

UI/UX Designer, Artify, Audio Guide Tools for Museums and Galleries   **Mar. 2023 - Apr. 2023**
- Redesigned the MoMA audio tour mobile application to incorporate customizable routes and audio guides, resulting in a more intuitive and personalized user experience

Design Lead, CollabCube, Team Management Application   **Apr. 2023 - July. 2023**
- Spearheaded a cross-country collaboration to develop the MVP of CollabCube, a team management web application which helps students connect with credible teammates by incorporating credibility system
- Led a team of five members, guiding them through the design-thinking process, to successfully conceptualize, design, and develop CollabCube

Initiator and Designer, The Digital Humanities Lab   **Feb. 2023 - present**
- Founded and led the first digital humanity club at Penn, providing opportunities for members to participate in professor-led workshops and research experiences
- Created infographics and official website to effectively promote club events and activities

UI Designer, The Signal Society   **Mar. 2023 - present**
- Collaborated closely with project leads to design and refine club website using Figma and Illustrator

Web Application Designer and Developer, Creative Coding+   **Mar. 2023 - present**
- Conducted extensive user research, designed and developed Penn dating app using Figma, HTML/CSS

SKILLS & TOOL PROFICIENCIES

Programming Languages   HTML/CSS| Java | Python
Tool   Figma | Spline **|** Adobe Photoshop | Premiere | Illustrator | Lightroom | Cinema 4D | Unity